***RESEARCH TERMINOLOGY***

***I.B. Psych – AST 2010-11***

**aim**

The purpose of a study – identifies what will be studied.

**application**

How a study or theory is used in the “real world”.

[**applied research**](http://psychology.about.com/od/aindex/g/appres.htm)

A type of research that focuses on solving practical problems. Rather than focusing on developing or investigating theoretical questions, applied research are interested in finding solutions to problems that impact daily life.

**artificiality**

A created situation or scenario that is so unlikely to occur that there may be no validity in the findings.

**Between Subjects Design**

In a Between Subjects Design each participant participates in one and only one group. The results from each group are then compared to each other to examine differences, and thus, effect of the IV. For example, in a study examining the effect of Bayer aspirin vs Tylenol on headaches, we can have 2 groups (those getting Bayer and those getting Tylenol). Participants get either Bayer OR Tylenol, but they do NOT get both.

[**case study**](http://psychology.about.com/od/cindex/g/casestudy.htm)

An in-depth study of a single individual or group. In a case study, nearly every aspect of the subject’s life and history is analyzed to seek patterns and causes for behavior.

**confidentiality**

Personal information regarding the participants of a study is not made public.

**control condition/group**

The condition or group which does not receive the influence of an independent variable

[**correlational research**](http://psychology.about.com/od/researchmethods/a/correlational.htm)

Used to look for relationships between variables. There are three possible results of a correlation study: a positive correlation, a negative correlation, and no correlation. The correlation coefficient is a measure of correlation strength and can range from –1.00 to +1.00…

**(10) cross-cultural validity**

Representative or relevant to other cultures; not ethnocentric

[**cross-sectional research**](http://psychology.about.com/od/cindex/g/cross-sectional.htm)

**This type of study utilizes different groups of people who differ in the variable of interest, but share other characteristics**

**debriefing**

The process performed at the end of a study which includes informing participants of the true aim and purpose of the study.

**deception**

A technique often used in varying degrees to keep participants from having an adverse affect on the results of a study.

[**demand characteristic**](http://psychology.about.com/od/dindex/g/demanchar.htm)

A term used in psychological research to describe a cue that makes participants aware of what the experimenter expects to find or how participants are expected to behave.

**dependent variable**

The variable that is measured in an [experimental design](http://psychlab1.hanover.edu/Classes/Research/Terms.html#Experimental Design).

[**descriptive statistics**](http://psychology.about.com/od/dindex/g/descstats.htm)

Used to describe different aspects of the data collected in a psychological experiment.

[**double-blind study**](http://psychology.about.com/od/dindex/g/naturalobserv.htm)

A study in which neither the participants nor the experimenters know who is receiving a particular treatment.

**ecological validity**

**A study is representative of what happens in real life.**

**empirical**

The idea that the knowledge gained is based on observation, i.e., directly observing the world and not originating from other sources such as thinking about the world or logical necessity.

**(20)experimental design**

A research design where one or more variable is manipulated, other variables are controlled or balanced and a dependent variable is measured.

**experimental condition/group**

The condition or group which receives the influence of the independent variable.

[**experimental method**](http://psychology.about.com/od/eindex/g/experimental.htm)

Involves manipulating one variable to determine if changes in one variable cause changes in another variable

**Principle of Falsification**

The logical principle that it is only possible logically to prove a theory or hypothesis false.  It is not possible to prove a theory or hypothesis true.

**field experiment**

An experiment conducted in a natural situation.  It has both an [independent](http://psychlab1.hanover.edu/classes/Research/Terms.html#Independent Variable:) and [dependent](http://psychlab1.hanover.edu/classes/Research/Terms.html#Dependent Variable:) variable.

**findings**

The statement of how the researcher has interpreted that collected date

[**Hawthorn Effect**](http://psychology.about.com/od/hindex/g/def_hawthorn.htm)

A term referring to the tendency of some people to work harder and perform better when they are participants in an experiment. Individuals may change their behavior due to the attention they are receiving from researchers rather than because of any manipulation of independent variables.

**hypothesis**

A testable prediction.

**independent variable**

The variable that is manipulated by the experimenter or causes a change in the other variable.

**informed consent**

Participants must be informed about the nature of the study and agree to participate.

(30)**[longitudinal research](http://psychology.about.com/od/lindex/g/longitudinal.htm)**

A type of research method used to discover relationships between variables that are not related to various background variables.

**mean**

The arithmetic average

**median**

The middle where half the scores fall above, half below. eliminates the influence of outliers

**mode**

The score that occurs most

[**natural**](http://psychology.about.com/od/nindex/g/naturalistic.htm) **experiment**

An experiment in which the researchers have no control over the variables.

**operational definition**

How a term is used in a study – defines exactly what is being measured.

**opportunity sampling**

**Using participants because they are convenient or have agreed to be part of a study.**

**order effects**

A [confound](http://psychlab1.hanover.edu/Classes/Research/Terms.html#Confound Variable) in a within-subject [experiment](http://psychlab1.hanover.edu/Classes/Research/Terms.html#Experimental Design) where the order of the conditions, or stimuli influence subject responses.

**participants**

The people who take part in a study.

**Principle of Parsimony**

The idea that if two theories both explain something equally well you ought to use the simpler of the two theories.

**(40)population**

All members or values of interest:  The complete set to which the sample is thought to generalize.

**placebo**

simulated medical intervention that can produce a (perceived or actual) improvement

**procedure**

The step-by-step process used to carry out the study

**prove**

Not used in research about human performance - could result in a shunning

**random assignment**

Method of ensuring each participant has an equal chance of being in any of the different conditions of an [experiment](http://psychlab1.hanover.edu/Classes/Research/Terms.html#Experimental Design).

**random sample**

A sample in which every member of a population has an equal chance of being selected

[**reliability**](http://psychology.about.com/od/researchmethods/f/reliabilitydef.htm)

Results can be replicated; generally applies to experimental studies

[**replication**](http://psychology.about.com/od/rindex/g/def_replication.htm)

The repetition of a research study, generally with different situations and different subjects, to determine if the basic findings of the original study can be generalized to other participants and circumstances.

**representative sample**

**A sample of participants that represents a greater population**

**sample**

The subset of a population

(50)**[selective attrition](http://psychology.about.com/od/sindex/g/selectiveattrit.htm)**

Describes the tendency of some people to be more likely to drop out of a study than others. This tendency can threaten the validity of a psychological experiment.

**self-selected sample**

**A sample of participants made up of people who have volunteered to be part of a study.**

**single-blind study**

research procedure in which the researchers do not tell the participants if they are being given a test treatment or a control treatment. This is done in order to ensure that participants don't bias the results by acting in ways they "think" they should act.

**snowball sampling**

**A sample made when participants recruit their friends/acquaintances to become participants.**

**survey**

A paper and pencil instrument that examines any issue or phenomenon.

[**validity**](http://psychology.about.com/od/researchmethods/f/validity.htm)

The extent to which a test measures what it claims to measure.

**within-subjects design**

An experimental design where the same group of participants is exposed to all the different treatments in an experiment; for example, the behavior of an experimental participant before receiving treatment might be compared to his or her behavior after receiving treatment. (also referred to as a repeated-measures design)

**Pygmalion effect**

…also known as the Rosenthal effect or self-fulfilling [prophecy](http://www.wisegeek.com/what-is-a-prophecy.htm). It refers to the concept that a person will achieve or perform as he is expected to perform, and it can have both positive and negative effects on an individual or group.